

## The Important Role of Social Media Marketing, Corporate Reputation, and Trust in Online Shopping Post Covid-19 Pandemic

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**ABSTRACT:** *This study is a causal investigation into the impact of social media marketing and corporate reputation on purchase intention, as mediated by trust, in the period of the Covid-19 pandemic in Bandung, Indonesia. Deductive reasoning is used in this study as a basis for formulating hypotheses based on general theories. The four variables were measured by involving several statements on the questionnaire using a Likert scale which was included in the interval category. Data were collected using a questionnaire that was distributed to those who met the criteria as research respondents based on the purposive sampling technique with a sample of 260 respondents. Furthermore, the data is processed and analyzed using the validity test, reliability test, multiple regression test, and Sobel test as the basis for hypothesis testing. This research is expected to contribute to the business owner in the fashion sector, especially those belonging to MSMEs. The findings of this study can be used to better understand the characteristics of online customers in the fashion industry and to develop future marketing strategies to increase sales turnover during the Covid-19 pandemic, which many business owners in the fashion industry have complained about seeing a significant drop in sales during the pandemic.*

**KEYWORDS** - *Corporate Reputation, Covid-19, Purchase Intention, Social Media Marketing, Trust*

### I. INTRODUCTION

Along with the times, technology is also developing rapidly and increasingly sophisticated. With the development of increasingly sophisticated technology, the internet seems to have become a daily consumption in human life and the business world (Mulyadi, A., Eka, D., & Nailis, 2018). The internet offers multiple qualities that assist attract a large number of potential and loyal customers, and consumers utilize the internet for a variety of purposes, including gathering information on online purchases that they believe are secure, quick, and time-saving (Gilchrist, 2016). Covid-19 pandemic influencing the shopping behavior of Indonesians people who previously shopped offline at physical outlets are now starting to switch to online shopping (Pertiwi, 2020). Interestingly, the moment when people have to obey the rules of Large-Scale Social Restrictions (PSBB) by staying at home, makes them more inclined to shop online. Judging from the volume of Tweets, as many as 89% of Twitter users in Indonesia made online purchases in the first quarter of 2020 (Princess, 2020). Through interaction between social media and e-commerce, social commerce has created a new paradigm of doing business by completing online transactions through social media (Chen, 2015). Facebook, Instagram, Snapchat, TikTok, Twitter, and YouTube are all examples of social media. Furthermore, the utilization of this platform is critical for the development of business entrepreneurs (Olanrewaju et al, 2020). Today, Instagram is one of the most popular social networking platforms (Hootsuite, 2020). In Indonesia, up to 81 percent of Instagram users utilize the platform to learn more about a product or business they're interested in (DailySocial, 2018). The millennial generation is synonymous with technological advancements (Cahya, 2018). Cahya (2018) explained that based on research from the IPSOS business consulting firm, it was revealed that 64% of the 400 millennial netizen respondents did online shopping where 43% was done once a month with the most loved products being clothing and sports equipment for both men and women with the income they had every month. The utilization of information technology in addition to providing benefits to society, especially this millennial generation, also has the opportunity to be misused to commit crimes (Afiah, 2018). Several potential crimes can occur in e-commerce such as incompatibility of products ordered, fraud, credit card piracy (carding), illegal transfer of funds from certain accounts to the theft of personal data (Rafidah, 2017). Cybercrimes of the type of fraud are rampant during the Covid-19 pandemic, the DittipidsiberBareskrimPolri received 649 reports during January - September 2020 and this cannot be separated from increasing public digital transactions and the lack of awareness of securing data, while globally The International Criminal Police (Interpol) recorded 907 thousand junk messages, 737 malware attacks and 48 thousand malicious uniform resource locator (URL) related to

Covid-19 (Annur, 2020). In a meeting with the Tourism Recovery Committee at the House of Representatives Commission X, the Director-General of Post and Information Technology (PPI) of the Ministry of Communication and Information, Ahmad M. Ramli, noted that online shopping activities increased by 400 percent during the Covid-19 pandemic (Ministry of Communication and Information Technology, 2020). The Covid-19 corona pandemic has not passed, but slowly there are many shops and other shopping centers are starting to reopen after being closed for several months due to the regional quarantine and PSBB (Large-Scale Social Restrictions) (Henry, 2020). This data illustrates that consumer buying interest during the Covid-19 pandemic is quite high in online shopping, especially for clothing, although there are still many fraudulent acts during the pandemic and even though clothing stores have been operating offline at certain times.

Purchase intention is a collection of interactions of perceptions, attitudes, and customer needs for a product and its brand that affect the possibility to buy the product (Akhter et al, 2014). Meanwhile, according to Baadullah et al (2019), a consumer's purchase intention is a combination of their interest and likelihood of purchasing a product and is an attitude variable used to measure their future contribution to purchasing a product. Because predicting future consumer behavior is a critical issue for businesses, it should be estimated more precisely. Reputation is reflected when online sellers want to build significant relationships with their consumers based on considerations to improve their image or good name in the eyes of the public and reputation also increases the opportunities for online sellers to expand their good name to online consumers who are not experienced in buying and selling online so that these consumers can become potential consumers of online sellers (Varma et al., 2020). Trust is an important factor in online shopping and trust can encourage consumer buying interest. The greater the impact on purchase intent, the better the consumer trust (Yin, X. et al, 2019). Purchase intent is influenced by trust in a positive and significant way (Octaviano et al, 2017). Client trust is one of the most important conditions for strong customer purchase intentions in the online and social media ecosystem (Lu et al, 2016). Customer trust is defined in marketing as customers' willingness to return to a brand (Ramanathan et al, 2017). Belief is one direction of trust, while intention is the other (Lim, 2015). Customer trust is a willingness to buy and a good expectation (Chinomona, 2015). Traditional aspects of the promotional mix are perceived as less trustworthy by consumers than social media (Schivinski&Dabrowski, 2016). This could be due to the fact that social media allows for real-time networking, immediate feedback, and more concrete, customer-generated material. Consumer trust in transactions and networks influences online shoppers (Pappas, 2016) and increases purchase intention (Hajli et al, 2017). As a result, under the approach described in this study, consumer trust is critical and significant (Saleem et al, 2017). When it comes to consumer buying intentions, trust is a critical factor (Basha & Lal, 2019). Increasing purchasing intent is linked to increased consumer trust (Hasbullah et al, 2016). As a result, customer trust has a significant impact on the decision to trade (Ofori et al, 2017). Increasing purchasing intent is linked to increased consumer trust (Hasbullah et al, 2016). As a result, customer trust has a significant impact on the decision to purchase (Ofori et al, 2017). Marketing through social media will affect external factors that affect consumer perceptions of a product, which will then affect consumer buying interest (Maoyan et al, 2014). Consumer confidence rises as a result of social media use, which leads to increased purchase intent (Manzoor et al., 2020). Social media marketing is defined by Karimi, S., and Naghibi (2015) as a method that allows anyone to advertise their blog, goods, or services online to reach a bigger audience that is not reachable through traditional means. Because social support is formed through social media contacts, it has an impact on trust (N. Hajili, 2015). Increased trust is also aided by more good reviews, social media input, and ratings (Utz et al, 2009). Consumer trust is influenced by consumer social ties formed through social media (Chahal & Rani, 2017). A stable company reputation will have a very positive effect on consumer confidence (Chrysanthos, 2003). The company's reputation will have a significant effect on the basic trust of online consumers (Caruana, A., & Ewing, 2010). The reputation of the company affects the personal choice of his choice in buying goods and benefits through business on the internet (Hess Jr., 2008). Varma et al (2020) went on to say that trust has a beneficial impact on purchasing intent. It is backed up by Keh&Xie (2009), who claim that trust influences purchasing intent. Between social media marketing and buying interest, trust acts as a mediator (Manzoor et al., 2020). Next, according to HN Nguyen (2018), trust acts as a mediator between social media marketing and customer buying interest. After taking into account several constraints, this study should be able to describe the impact of social media marketing and brand reputation on the desire to shop for fashion products online, as mediated by trust, following the Covid-19 pandemic. This research involves employees & entrepreneurs using social media in the city of Bandung, Indonesia, who are classified as millennials, born in 1980-1995 or 2020 will be in the age range of 25-40 years.

## **II. LITERATURE REVIEW**

### **2.1 Social Media Marketing**

As'ad (2014) defines social media marketing as a type of marketing strategy that takes the shape of an online network where consumers may connect and discuss. User involvement and participation are encouraged in the social media ecosystem. Such social media activities, in particular the exchange of brand information,

help to build confidence in this website (Schultz, 2016). In these settings, the underlying elements of social commerce, such as social connection and social exchange, help to build trust (MN Hajili, 2014).

## **2.2 Corporate Reputation**

A company's reputation is, in general, an expectation and estimation of particular organizational characteristics (Weigelt & Camerer, 1988). It is defined as a global impression that reflects the perceptions of a group of stakeholders, such as consumers, employees, and investors, according to Corporate Reputation (Deephouse, 2000). In line with the institutional viewpoint, corporate reputation is defined as an overall assessment of how "good" or "bad" a corporation is (Weiss, AM, et al, 1999).

## **2.3 Trust**

When assessing risk in all transactions, trust in e-sellers is critical in business-to-consumer partnerships (Harris & Goode, 2004). Trust is crucial in e-commerce (Kwortnik & Han, 2011). The concept of trust is expressed in a variety of ways, but it is all founded on the qualities of honesty, capacity, competence, and recognition (Pirson et al, 2017). Organizational trust, according to Vidotto et al (2008), is an individual's or group's conviction that other individuals or groups will maintain commitments, be honest in negotiations, and not make excessive profits when the opportunity arises.

## **2.4 Purchase Intention**

The basic definition of purchase intention in the company's glossary is the choice to acquire a specific product or service. Purchase intention, on the other hand, is developed from behavioral research and is a departure from the term intention (Oosthuizen et al, 2015). The purchase intention of a customer is defined as the total of their interest and likelihood of purchasing a product. Purchase intention is an attitude variable used to assess a customer's likelihood of purchasing a product in the future. Because anticipating future consumer behavior is such a vital issue for businesses, it needs to be anticipated more precisely (Baadullah et al., 2019). The creation of a consumer's buying intentions is influenced by their overall attitude about a product (Cheruiyot & Maru, 2013). The more positive this mindset is, the higher the likelihood of making a purchase (Gremier et al, 2001). Positive purchase intentions often reflect positive customer engagement or loyalty to the product, according to Beneke et al (2013), Faryabi et al (2015), and Wu (2015), who all focus on consumers' willingness to buy a particular product rather than suggesting a high risk of actually making a purchase. According to Farah (2017), intention refers to the perceived likelihood of performing a specific action. Consumer buy intentions, which represent the possibility that customers will undertake a purchase action, have been extended to this concept (Kahraman & Kazançoğlu, 2019). According to Hajli et al. (2017), consumers' purchase intentions exhibit predictable behavior, implying that purchase intentions can be utilized to anticipate what things they should buy the next time they shop. The subjective likelihood of performing a specific action is indicated by intention. According to Hajli et al. (2017), consumers' purchase intentions exhibit predictable behavior, implying that purchase intentions can be utilized to anticipate what things they should buy the next time they shop. The subjective likelihood of performing a specific action is indicated by intention. Consumer buy intentions, which represent the chance that customers will undertake a purchase action, have been added to the concept (Kahraman & Kazançoğlu, 2019).

### **III. HYPOTHESES AND RESEARCH MODEL**

Social media improves trust, which improves purchasing intent (Manzoor et al., 2020). Such social connections are enabled via social networks that create online social support, such as online forums, groups, ratings, comments, and recommendations. Merchants and e-commerce buyers may be more trusting as a result of this. Furthermore, social media research allows us to understand how people shape their online social connections (Kuss, DJ, & Griffiths, 2011). Online communities provide incentives and forums for businesses and organizations to build a stronger customer service management framework (Ang, 2011), entering a new era in which businesses can increase efficiency and members can connect on sites that provide a potential source of trust and social experience (Lu, Y., Zhao, L., & Wang, 2010). External elements that influence consumer perceptions of a product will be influenced by social media marketing, which will influence consumer buying interest (Maoyan & Zhujunxuan, 2014). Social media improves trust, which improves purchasing intent (Manzoor et al., 2020). Refers to Smith (2014) whereas social media marketing is measured by several indicators, namely, social media makes life easier; enthusiastic in searching for product descriptions on the internet, e-mail, or the web; social media provides accurate and sufficient product knowledge; social media efficiently innovates product advertising; consumer pleasure by buying and selling on social media; marketing through social media inspires consumers in purchasing decisions; consumers will spend time accessing social media because to see the latest trends, and consumer innovation shown through social media. While the trust variable, according to Naylor et al (2012) measured by indicators, namely consumers buy products on the internet immediately, the ease of finding honest and informative online stores, social media marketing makes consumers current, service satisfaction on the internet, and social media marketing service satisfaction. Purchase intentions variable, according to McKnight et al (2002) consists of saving time, the advantage of buying products

on social media; difficulty in shopping online; lower prices, longer online product delivery times, and clear product information. Thus the first hypothesis is as follows:

H1a: Social Media Marketing has a positive effect on Trust.

H1b: Social Media Marketing has a positive effect on Purchase Intention.

Trust will benefit greatly from a steady corporate reputation (Chrysanthos, 2003). The basic trust of internet consumers will be strongly influenced by corporate reputation (Caruana, A., & Ewing, 2010). Following that, according to Keh and Xie (2009), corporate reputation has a favorable impact on customer trust. Corporate Reputation affects personal choices for their choices in buying goods and benefits through business on the internet (Hess Jr., 2008). Varma et al (2020) explained that the customer commitment in which the Corporate Reputation was discussed was related to trust and purchase intention. Following that, according to Keh&Xie (2009), corporate reputation has a beneficial impact on purchase intention. Corporate Reputation by Whetten & Mackey (2002) measured by indicators, namely good management, having a focus on customer service, being informative to customers, and being a good company for the community. Thus the second hypothesis is as follows:

H2a: Corporate Reputation has a positive effect on Trust.

H2b: Corporate Reputation has a positive effect on Purchase Intention.

Varma et al (2020) explained that trust has a positive influence on purchase intention. It is backed up by Keh&Xie (2009), who claim that trust influences purchasing intention. Thus the third hypothesis is as follows:

H3: Trust has a positive effect on Purchase Intention.

Between social media marketing and buying interest, trust acts as a mediator (Manzoor et al., 2020). Next, according to HN Nguyen (2018), trust acts as a mediator between social media marketing and customer buying interest. Trust mediates the relationship between reputation and purchase intention in e-commerce (Kusumawati&Diyani, 2021). Furthermore, trust mediates the effect of bank reputation and religiosity on purchase intention (Jasin et al., 2021). Thus the fourth hypothesis is as follows:

H4a: Trust mediates the effect of Social Media Marketing on Purchase Intention.

H4b: Trust mediates the effect of Corporate Reputation on Purchase Intention.

The relationship between variables as described above is outlined in a conceptual model about the influence of social media marketing and corporate reputation on purchase intention mediated by the trust as shown as follows:

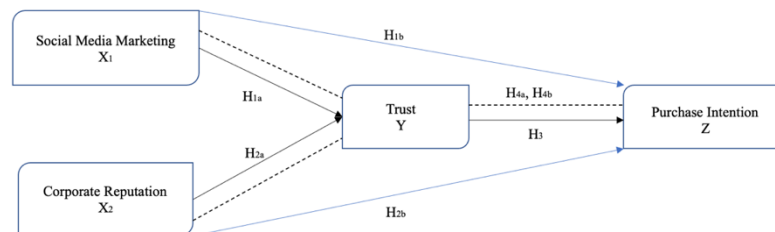


Figure 2.1 The Effect of Social Media Marketing and Corporate Reputation on Purchase Intention Mediated by Trust.

#### IV. METHODOLOGY

##### 4.1 Research Objectives, Approaches, and Strategies

This research will be guided by deductive reasoning where the aim is to test the hypothesis in a positive directional format (causal study) to validate the theory used as the basis for developing the hypothesis. This research approach is quantitative. While the strategy used is a survey. This study had four variables that were measured using the variable operationalization procedure utilizing a Likert scale to see how strongly the individuals agreed or disagreed with the statement on a five-point scale of 5, 4, 3, 2, 1. Primary data from respondents was collected using a questionnaire in which each statement on the instrument was tested first using the Product Moment correlation technique for validity testing and Cronbach's Alpha coefficient measurement techniques for reliability testing. The technique for determining the sample is incidentally chosen related to the characteristics of the population with an unknown number.

##### 4.2 Characteristics of Research Population

The characteristics of the population in this study are employees and entrepreneurs who use social media in the city of Bandung who belong to the millennial generation, namely: born in 1980-1995 or 2020 will be in the age range of 25-40 years. *Purposive sampling* is defined as a technique in determining the sample with the aim that someone who is taken as a sample can provide the information needed for research. The number of samples is determined to be 240 people obtained from multiplying the number of variables by 60 as conveyed

by Roscoe (1975) that the minimum sample size is 10 times the number of variables, but in this study more samples were obtained, namely 260 people.

**4.3 Data Processing and Analysis Method**

Checking data (editing), coding (coding), and expanding tables (tabulating) were the data processing strategies used in this study. In the meantime, the data analysis technique used in this study is quantitative data analysis. To evaluate the hypothesis of this study, multiple regression analysis was utilized utilizing the Statistical Program of Social Science (SPSS) software version 25 as a data analysis process. In addition, the Sobel test was also used to analyze the role of the intervening variable (Trust) in mediating the effect of the independent variable (Social Media Marketing and Corporate Reputation) on the dependent variable (Purchase Intention).

**V. RESULT AND DISCUSSIONS**

In this case, the variables in this study are social media marketing, corporate reputation, trust, and purchase intention, and the descriptive analysis contains data linked to respondent profiles and respondents' opinions of research variables.

**Table 5.1 Respondent Profile**

<b>RESPONDENT PROFILE</b>		
<b>Information</b>	<b>Amount</b>	<b>(%)</b>
<b>Gender</b>		
Woman	127	49
Man	133	51
<b>TOTAL</b>	<b>260</b>	<b>100</b>
<b>Age (Years)</b>		
<25	0	0
25-35	213	82
36-41	47	18
>41	0	0
<b>TOTAL</b>	<b>260</b>	<b>100</b>
<b>Work Area</b>		
Bandung	260	100
Outside Bandung	0	0
<b>TOTAL</b>	<b>260</b>	<b>100</b>
<b>Work</b>		
entrepreneur	91	35
civil servant	26	10
State-owned enterprise employee	16	6
Private employees	127	49
Does not work	0	0
<b>TOTAL</b>	<b>260</b>	<b>100</b>
<b>Monthly Income</b>		
<Rp 1,000,000	17	7
IDR 1,000,000 - IDR 5,000,000	156	60
IDR 5,000,000 - IDR 10,000,000	83	32
>Rp 10,000,000	4	2

TOTAL	260	100
Frequently used social media		
Facebook	61	23
Instagram	96	37
Twitter	34	13
LinkedIn	16	6
Tiktok	47	18
Other	6	2
TOTAL	260	100

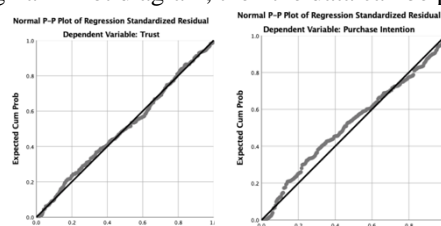
The following are the results of the recapitulation of validity and reliability testing for all research variables based on table 5.2, it can be seen that all statement items are considered valid and categorized as reliable.

**Table 5.2 Recapitulation of Validity and Reliability Test Results**

		Pearson Correlation	Note:	Cronbach's Alpha	Note:
<b>SOCIAL MEDIA MARKETING (X1)</b>					
1	I feel that social media can make life easier.	0.517	Valid	0.760	Reliable
2	I feel enthusiastic in searching for explanations of fashion products on the internet, e-mail, or the web.	0.514	Valid		
3	I feel that social media provides accurate and sufficient knowledge about fashion products.	0.612	Valid		
4	I feel that social media efficiently innovates fashion product advertising.	0.614	Valid		
5	I'm pleased with the way I can buy and sell stylish items on social media.	0.634	Valid		
6	I think that marketing through social media inspires me in my buying decisions.	0.666	Valid		
7	I schedule time on social media to keep up with the current fashion trends.	0.676	Valid		
8	I can show my innovation to friends through advertising messages sent to mobile phones on social media.	0.646	Valid		
<b>CORPORATE REPUTATION (X2)</b>					
1	Fashion companies should have good management.	0.767	Valid	0.815	Reliable
2	Fashion companies should have a focus on customer service.	0.819	Valid		
3	Fashion companies should be informative to customers.	0.821	Valid		

4	Fashion companies should be good companies for society.	0.801	Valid		
<b>TRUST (Y)</b>					
1	I believe in buying fashion products on social media	0.768	Valid	0.765	Reliable
2	I can find honest and informative fashion shops regarding fashion products on social media	0.671	Valid		
3	Social media marketing keeps me up to date on the current fashion trends.	0.735	Valid		
4	In general, I am pleased with the services offered on the Internet, particularly when it comes to trendy items.	0.779	Valid		
5	In terms of fashion product marketing, I am satisfied with social media.	0.626	Valid		
<b>PURCHASE INTENTION (Z)</b>					
1	I feel that shopping for fashion products on social media can save time.	0.519	Valid	0.648	Reliable
2	I feel lucky to be able to buy fashion products anytime on social media	0.625	Valid		
3	I find it difficult to shop for fashion products on social media.	0.643	valid		
4	I will choose to shop online if the price of fashion products is cheaper than in physical stores.	0.492	Valid		
5	I feel that the delivery of fashion products purchased through social media takes a long time.	0.648	Valid		
6	I feel shopping online on social media is as safe as shopping in person at a physical store.	0.528	Valid		
7	I feel that the information on fashion products provided through social media is quite clear.	0.535	Valid		

If the normality test is analyzed through a P-Plot diagram, then the data can be presented as follows:



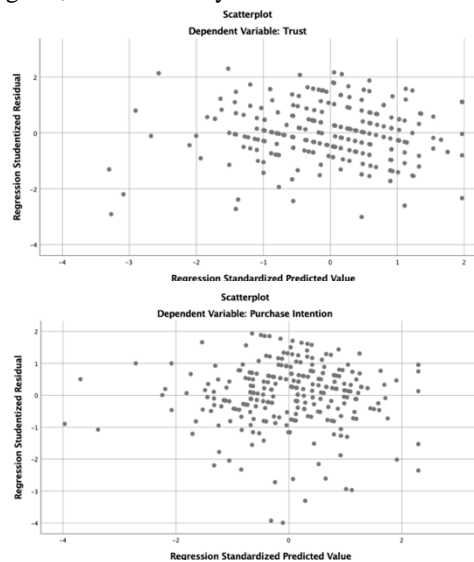
**Figure 5.1 P-Plot Diagram of Normality Test**

Based on the two diagrams, it can be concluded that through testing the two equations it is determined that the data is normally distributed as evidenced by the plot points are still on or following the diagonal line.

**Table 5.3 Multicollinearity Test Results**

NO	TYPE OF CLASSIC ASSUMPTION TEST	TEST RESULT ACCEPTANCE CRITERIA	TEST RESULTS	INTERPRETATION
Multicollinearity Test				
1	Social Media Marketing & Corporate Reputation → Trust	Tolerance value > 0.10 VIF 10	Tolerance Values : SCM = 0.643 CR = 0.643  VIF : SCM = 1.554 CR = 1.554	There is no correlation between independent variable or regression model free from multicollinearity
2	Social Media Marketing, Corporate Reputation & Trust → Purchase Intention	Tolerance value > 0.1 VIF 10	Tolerance Values : SCM = 0.567 CR = 0.634 Tr = 0.762  VIF : SCM = 1.763 CR = 1.576 Tr = 1.312	There is no correlation between independent variable or regression model free from multicollinearity

When presented in a Scatter Plot diagram, it can be analyzed as follows:



**Figure 5.2 Scatter Plot Heteroscedasticity Test**

Figure 5.2 above shows that the plots of statement items spread on the Scatter Plot where it shows that the regression model does not occur heteroscedasticity.

The path diagram of the structural model I is as follows:



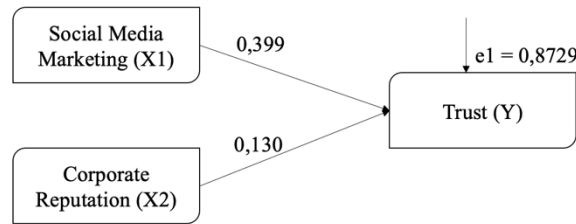


Figure 5.3 Path Diagram of I Structural Model

Output Regression Model I can be obtained the results of the multiple regression equation as follows:

$$Y = 6.631 + 0.314X1 + 0.145X2$$

The path diagram of the structure model II is as follows:

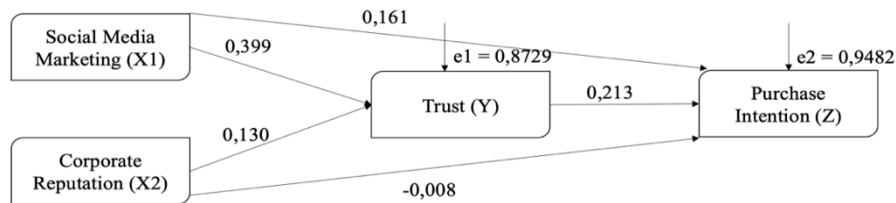


Figure 5.4 Structural Model Path Diagram II

Output Regression Model II can be obtained the results of the multiple regression equation as follows:

$$Z = 12.960 + 0.216X1 - 0.014X2 + 0.363Y$$

Table 5.4 Significance Test of Social Media Marketing Variables on Trust

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.131	1.397		5.104	.000
	Social Media Marketing	.375	.043	.477	8.707	.000

a. Dependent Variable: Trust

Based on Table 5.4 above, it can be explained in the Coefficients table section that it can be seen that the calculated T value is 8.707 > 1.651 and the significance value of the Social Media Marketing (X1) = 0.000 < 0.05. According to these findings, the Social Media Marketing (X1) variable has a considerable impact on Trust (Y). As a result, Ho is refused, whereas H1a is acceptable.

Table 5.5 Significance Test of Social Media Marketing Variables on Purchase Intention

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	17.247	1.978		8.720	.000
	Trust	.489	.102	.287	4.810	.000
2	(Constant)	12.920	2.701		4.783	.000
	Trust	.362	.115	.212	3.155	.002
	Social Media Marketing	.210	.090	.157	2.329	.021

a. Dependent Variable: Purchase Intention

Based on Table 5.5 above, it can be explained in the Coefficients table section, it can be seen that the calculated T value is 2.329 > 1.651 and the significance value of the Social Media Marketing (X1) = 0.021 < 0.05. According to these findings, the Social Media Marketing (X1) variable has a considerable impact on Purchase Intention (Z). As a result, Ho is refused, whereas H1b is acceptable.

Table 5.6 Significance Test of Corporate Reputation Variable on Trust

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12.220	1.113		10.978	.000
	Corporate Reputation	.412	.065	.368	6.359	.000

a. Dependent Variable: Trust

Based on Table 5.6 above, it can be explained in the Coefficients table section, it can be seen that the calculated T value is  $6.359 > 1.651$  and the significance value of the Corporate Reputation variable ( $X_2$ ) =  $0.000 < 0.05$ . These results conclude that the Corporate Reputation ( $X_2$ ) variable influences Trust ( $Y$ ). Thus  $H_0$  is rejected and accepts  $H_{2a}$ .

**Table 5.7 Significance Test of Corporate Reputation Variables on Purchase Intention Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	21.240	2.013		10.551	.000
	Corporate Reputation	.319	.117	.167	2.719	.007

a. Dependent Variable: Purchase Intention

Based on Table 5.7 above, it can be explained in the Coefficients table section that it can be seen that the calculated T value is  $2.719 > 1.651$  and the significance value of the Corporate Reputation variable ( $X_2$ ) =  $0.007 < 0.05$ . These results conclude that the Corporate Reputation ( $X_2$ ) variable influences Purchase Intention ( $Z$ ). Thus  $H_0$  is rejected and accepts  $H_{2b}$ .

**Table 5.8 Significance Test of Trust Variable on Purchase Intention Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	17.247	1.978		8.720	.000
	Trust	.489	.102	.287	4.810	.000

a. Dependent Variable: Purchase Intention

Based on Table 5.8 above, it can be explained in the Coefficients table that the calculated T value is  $4.810 > 1.651$  and the significance value of the Trust variable ( $Y$ ) =  $0.000 < 0.05$ . These results conclude that the Trust variable ( $Y$ ) has a significant effect on Purchase Intention ( $Z$ ). Thus  $H_0$  is rejected and can accept  $H_3$ . The results of calculations with the Sobel calculator can be presented as follows:

Input:		Test statistic:	Std. Error:	p-value:
a	0.314	Sobel test: 2.76703686	0.0411928	0.00565684
b	0.363	Aroian test: 2.73672396	0.04164907	0.00620543
s <sub>a</sub>	0.053	Goodman test: 2.79837987	0.04073143	0.00513597
s <sub>b</sub>	0.116	Reset all	Calculate	

**Figure 5.5 Test Results of the Sobel Calculator Equation I**

For the path coefficient model I, it is known that the value of  $a = 0.314$  {Variable Social Media Marketing ( $X_1$ ) on Trust ( $Y$ )}, value of  $b = 0.363$  {Variable of Trust ( $Y$ ) on Purchase Intention ( $Z$ )},  $S_a = 0.053$  and  $S_b = 0.116$ . The Sobel test results for these data are 2.767, where  $2.767 > 1.96$ , indicating that the Trust variable ( $Y$ ) can mediate the influence of Social Media Marketing on Purchase Intention ( $Z$ ). Alternatively, the T value for Sobel's test is 2.767, where  $2.767 > 1.651$  (T table) and the p-value is  $0.0056 < 0.05$ , according to another interpretation. As a result,  $H_0$  is rejected and  $H_{4a}$  is accepted, implying that Trust ( $Y$ ) mediates the effect of Social Media Marketing ( $X_1$ ) on Purchase Intention ( $Z$ ).

The results of calculations with the Sobel calculator can be presented as follows:

Input:		Test statistic:	Std. Error:	p-value:
a	0.145	Sobel test: 1.62900444	0.03231115	0.10331208
b	0.363	Aroian test: 1.57155677	0.03349227	0.11605338
s <sub>a</sub>	0.076	Goodman test: 1.69325072	0.03108518	0.09040775
s <sub>b</sub>	0.116	Reset all	Calculate	

**Figure 5.6 Test Results of the Sobel Calculator Equation II**

For the path coefficient model II, it is known that the value of  $a = 0.145$  {Corporate Reputation Variable (X2) to Trust (Y)},  $b = 0.363$  {Trust Variable (Y) to Purchase Intention (Z)},  $Sa = 0.076$  and  $Sb = 0.116$ . From these data, it can be calculated that the Sobel test results are 1.629, where  $1.629 < 1.96$  which means that the Trust variable (Y) is not able to mediate the effect of Corporate Reputation (X2) on Purchase Intention (Z). Or another interpretation shows that the T value of the Sobel test is 1.629, where  $1.629 < 1.651$  (T table) and the p-value is  $0.103 > 0.05$ . Thus  $H_0$  is accepted and  $H_{4b}$  is rejected, As a result, the influence of Corporate Reputation (X2) on Purchase Intention (Z) is not mediated by Trust (Y).

## VI. CONCLUSION

Of the 7 (seven) null hypotheses in this study, 6 (six) were rejected and 1 (one) was accepted which illustrates that the research hypothesis developed based on the relevant theory is fully supported by empirical data. The results of this study in addition to having limitations are expected to provide benefits both scientifically and managerially. The locus in this study was only in the city of Bandung, West Java so that further researchers could research with a wider locus to better represent the population. The sample of this study was 260 respondents, so it is hoped that further research can use more samples to obtain better results. In the sample characteristics, This research is limited to the millennial generation wherein 2020 they will be at the age of 25-40 years or they were born in 1980-1995, so further research is recommended to use a sample with a wider age range so that it can represent a wider population and obtain more complete information. Business people, especially managers whose businesses are engaged in fashion, can pay close attention to how to do marketing through social media where the consumer trust factor is very necessary for making purchasing decisions for fashion products, especially during the post-Covid-19 pandemic. In using social media as a means for marketing fashion products, consumers are presented with easy transactions and features, complete product info,

Furthermore, Corporate Reputation is important for consumers, especially trust in transactions and purchasing decisions for fashion products in the company. Business people and fashion business managers can pay attention and maintain anything that makes the company's reputation positive in the eyes of consumers because this proves that the company's reputation will affect consumer trust and purchasing decisions for fashion products. The reputation of the company here can be proven by good management, good service, and having a good name in the eyes of the community.

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